

Promotion Description

DIRECTV® Closer Coupon #1407

Overview

The DIRECTV® Closer Coupon promotion is scheduled to begin on 5/1/2007 and end on 6/30/2007. AT&T Consumer Large Team sales associates will have \$50 DIRECTV® reward coupons to offer as added incentive to residence customers who are on the fence regarding the purchase of DIRECTV®.

Promotion Restrictions/Eligibility Requirements

1. Must be a new DIRECTV® customer.
2. Must be an AT&T existing or new local customer.
3. Must place order through a Company business office or other Company designated sales channel.
4. Customer may redeem a maximum of one (1) DIRECTV® closer coupon with in the promotional period.
5. Any DIRECTV® equipment and programming package qualifies (no restrictions as to minimal DIRECTV® order requirements).
6. Order must be placed between 5/1/2007 and 6/30/2007.
7. Order must be completed and/or billing begun prior to coupon redemption.
8. Customer order must occur within a month the program is operational. Coupons cannot be saved for use afterward in subsequent months.
9. Customer must be a current subscriber to DIRECTV® at the time of coupon redemption processing.
10. AT&T reserves the right to discontinue this promotion at any time without customer notice but following Commission notice.
11. Customers disconnecting or deactivating DIRECTV® service during the promotional period and then reconnecting or reactivating DIRECTV® are not eligible for the promotion.
12. This promotion may be combined with other qualifying promotions.
13. Customers must be subscribers to AT&T landline service and must have both AT&T landline service and DIRECTV® service in place at the time of coupon redemption.
14. Offer is valid for one (1) service line per ten digit account.
15. Customer must choose between Cash Back or VISA® gift card at time of redemption.
15. Opt-in DIRECTV® customers are not eligible.